

Platform Policies

Reset Digital Inc (“Reset Digital” or “we” or “our”) ensures that all advertisers meet a high standard of ad quality and brand safety to protect both advertisers and publishers. This section describes those standards.

These policies (the “Platform Policies”) apply to users (“Users”) of the Reset Digital technologies and platforms including our Demand Side Platform (DSP), Supply Side Platform (SSP), Data Management Platform (DMP) and ad server used by our advertiser customers and third parties (the “Platform”). These Platform Policies don’t replace or alter the Reset Digital Marketer Agreement – they are in addition to those terms. Use of the Platform requires fulfillment of this agreement to follow and abide by these Platform Policies.

COMPLIANCE

Users must comply with applicable laws, regulations, governmental rule, court order, and these Platform Policies, including, but not limited to, (where applicable) the California Consumer Privacy Act (CCPA), the General Data Protection Regulation (GDPR), the Childrens’ Online Privacy Protection Act (COPPA), the Digital Advertising Alliance’s (DAA) Self-Regulatory Principles published at <https://digitaladvertisingalliance.org/>, the IAB Europe’s EU Framework for Online Behavioural Advertising, the Pubmatic Ad Guidelines located at <https://pubmatic.com/legal/aq-policy/>, and the SpotX Ad Guidelines located at <https://www.spotx.tv/resources/advertising-policy/>.

PROHIBITED CREATIVES AND RELATED CONTENT

The Platform cannot be used for ads that do any of the following (or link to any website, app or other online property that does any of the following):

- Promote fireworks;
- Promote electronic cigarettes or vaping devices;
- Promote Salvia divinorum or Salvinorin A;
- Contain nudity or suggestive content or images;
- Promote adult products, including sex toys and sexual enhancers;
- Promote online gambling (including daily fantasy sports in jurisdictions where daily fantasy sports is considered to be illegal online gambling);

- Promote adult-themed dating, escort services, “mail-order brides,” or similar services;
- Install spyware, trojans, viruses or other malware;
- Promote hatred, violence toward, or discrimination of any race, religion, creed, class, ethnic group or origin, national origin, color, disability, sex, age, veteran status, sexual orientation, or gender identity, or of any individual or group;
- Describe, depict, or glorify pain, suffering, torture, violence or death of or against humans or animals;
- Sell or promote firearms, ammunition, bombs or other weapons, or related design materials, including handgun safety certificates and BB guns;
- Sell or promote illegal drugs, drug paraphernalia, or ways to pass a drug test;
- Promote P2P file-sharing, torrent, or anything that facilitates or promotes copyright infringement;
- Infringe intellectual property rights;
- Promote or contain libel or fraud;
- Contain profanity;
- Promote hacking, cracking, or warez;
- Promote any other products, services, or content that are illegal, promote harmful activity, or infringe on the rights of others. This includes sites that provide “how-to” information on bomb-making, lock-picking, and similar topics;
- Sell or promote tobacco, cigarette papers, or blunt wraps;
- Are misleading or contain content that is not reflective of what the user will find on the clickthrough URL;
- Employ phishing techniques or seek to trick the user into providing sensitive information by misrepresenting the identity of the advertiser;
- Use spam techniques;
- Contain audio that is triggered by anything other than a click (such as auto-play or rollover-initiated audio);
- Contain annoying or distracting images, or excessive animation;
- Contain fake hyperlinks;
- Initiate a download;
- Automatically redirect the user to a new page or app;

- Pop-up on a webpage, upon banner open, or upon page exit;
- Expand beyond their original size;
- Automatically refresh;
- Mimic system errors or messages; and/or
- Are unbranded.

PROHIBITED CREATIVES AND RELATED CONTENT FOR MINORS

For properties that are directed to minors under the age of 18, ads cannot advertise products or services which are illegal for minors. Namely, there's the addition of the prohibitions listed above:

- Promote alcoholic beverages;
- Promote lotteries, lottery games, or lottery tickets;
- Promote spray paint;
- Promote etching cream;
- Promote tanning services utilizing ultraviolet light;
- Promote dietary products containing ephedrine group alkaloids;
- Promote body branding, piercing or tongue-splitting;
- Promote permanent tattoos; and/or
- Promote daily fantasy sports.

PREAPPROVAL REQUIRED

The Platform can only be used for ads that do any of the following (or link to any website, app or other online property that does any of the following) if express written approval from Reset Digital is provided:

- Sell or promote products related to sexual health, including condoms and birth control devices;
- Abortion;
- Casinos and gambling;
- Cannabinoid products (CBD);
- Cryptocurrency;
- Financial services;

- Promote or depict political or religious topics; and
- Other content Reset Digital deems questionable.

SSL COMPLIANCE

SSL traffic can be identified in the bid request using the secure parameter (OpenRTB) or the ssl_enabled (Reset Digital Proprietary API) parameter. If secure or ssl_enabled = 1, you must bid only if your ad and all accompanying elements, such as tracking pixels, are SSL-compliant. If you would like Reset Digital to drop your secure pixel on secure inventory, please provide your Reset Digital account manager with your secure pixel to drop.

RESALE OF IMPRESSIONS

Users may only purchase inventory for use directly by an advertiser (or direct agent of an advertiser) with which you have a direct relationship. Reselling, distributing, or otherwise sub-syndicating inventory to another indirect sales channel (e.g., another ad network or trading desk) is prohibited.

PROHIBITED PROFILING

Users may create targeting profiles or segments based on the ads they show to end users and end user interaction with those ads as long as this is fully disclosed in User's consumer facing privacy policy. Your gathering and use of user data must strictly comply with applicable law and regulation.. Moreover, Users may not create targeting profiles or segments on the basis that a user has visited a particular publisher or digital property, the Reset Digital Ad Exchange category(ies) that apply to the inventory, app, website or publisher, the content on the web page, app or website, or the general interest area(s) covered by the publisher. Provided that you are in compliance with these policies, this doesn't prohibit you from (a) targeting ads in real time on the basis of the inventory category(ies) shown in the Reset Digital Ad Exchange, as long as you don't retain that information and/or include it in a targeting profile or segment, or (b) creating targeting profiles or segments on the basis of end users' geolocation data.

MALWARE

Users are required to scan their creatives and associated landing pages for malware and other related threats using a service such as The Media Trust, GeoEdge, Confiant, or Boltive.

VIOLATIONS

At Reset Digital's sole discretion, Reset Digital may assess a surcharge for any violation of these Platform Policies and/or immediately suspend or terminate your access to the Platform (in addition to any other legal or contractual remedies). If Reset Digital assesses a surcharge, we will use our reasonable discretion to set the amount of the charge, taking into account the nature of the violation, the additional work and expense Reset Digital incurred in dealing with the violation, and the harm done to the Reset Digital platform and/or to other users.

In addition, Reset Digital reserves the right to remove any ads that Reset Digital reasonably believes to be unlawful, inappropriate, in violation of these Platform Policies, or in violation of industry regulations.